

# THE ALLIANCE HERALD

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Lloyd C. Thomas, City Editor

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THURSDAY, JULY 30, 1914

The Center Herald says it is convinced that some automobiles must be broken to lead as well as drive. We see one here every few days with a rope tied around its neck coming down the street with a car in front of it.

When the common earth worm is cut in two, he won't make a fuss about it; but to the tail end will grow a head and to the head end a tail. There will be two worms instead of one. Misfortune often doubles our strength.

"Is your father rich?" someone asked a five-year-old girl, and the little one replied confidently, "Why, of course! He's got me." And she was right, too, for the father of a sweet, loving, helpful little daughter is richer than some millionaires whose money cannot buy them the love of a single heart.

No, the dearest man on earth is not numbered in Father Time's harvest. You cannot find his tombstone in the cemetery, neither does a mossy mound mark his lowly bed. His last resting place was on a cracker box in the grocery, and there he will remain dead to everything good, dead to all activity, dead to friendship and dead to his home ties until Gabriel shall awaken him to a more active life in a future world.

Why is it, it is often asked, that people in small towns can find no better business than prying into other people's business, and then exaggerating the truth in regard to the same. People who pretend to be Christians, who attend church regularly, who in the sight of their neighbors are generous and charitable, yet who, without the slightest provocation pick up some little mistake, or more often, at nothing, will so scandalize one as to ruin his or her reputation for life.

We happened into a home the other night, and over the parlor door saw the legend worked in letters of red, "What is Home Without a Mother?" Across the room was another brief "God Bless Our Home." Now what's the matter with "God Bless our Dad?" He gets up early, lights the fire, boils an egg, and wipes the dew off the lawn with his boots while many a mother is sleeping. He makes the weekly handout to the butcher, the milkman and the baker and his little pile is badly diminished before he has been home an hour.

The charge of Democratic responsibility for hard times both present and past has fallen with a crash. As for the present, even the enemies of the administration are beginning to admit that the tide of business is rising steadily. As for the past, the lie is nailed by greatest of all the barons of politics and finance which the McKinley-Roosevelt heyday of Republican rule produced—Nelson W. Aldrich. We have Aldrich's word for it, solemnly given in a set speech delivered in the senate, that the panic of 1907 was the most acute and disastrous in the history of the United States!

Some months ago the force in the Pullman shops near Chicago was reduced from 13,000 to 10,000. The men who were laid off are now being restored to work at the rate of about thirty a day. Fifteen hundred men have been added in a fortnight to the force of the Western Steel Car Foundry in Illinois. The Pennsylvania Railroad is making improvements in and near Pittsburgh that will cost \$5,000,000. These are among many indications of freer expenditure of money by the railroads, due to their expectation of improved business, and this expectation rests mainly upon the uncommonly good crop prospects. The harvests are not subject to the regulations of the Interstate Commerce Commission.

Over at Alliance there is something doing in the democracy. John W. Thomas, editor of the Herald, is a candidate for register of lands. The central committee of his party doesn't love him for some reason or other and as a result the democrats in their county convention came out flat-footed against him, endorsing his opponent for the appointment as register and denouncing and renouncing him and his paper. They published all their calls in the republican paper and gave as the reason for their action that he had failed to support Dahlman and Morehead.

The Press doesn't know any of the parties concerned or the conditions surrounding those parties, but we do know that there is plenty of opportunity for machine politicians to play even with a newspaper that doesn't follow the path prescribed by them. Mr. Thomas and his Herald may not be worthy of the support and friendship of the democrats of that county. We don't know. We do know that the average democratic newspaper does more for the success of the party than the average committeeman or office seeker does and we do know that the day of hide-bound partisanship is passing not only for newspapers but for the read-

ers of newspapers.—The Norfolk Press.

How far so-called Christian nations miss the real spirit of Christianity, the religion of the Prince of Peace, is indicated by two of the opposing nations of the European war holding religious services, just prior to starting out their armies on their work of human butchery, the object of the special services being to secure divine approbation and thus insure the success of their armies.

It is certainly cause for congratulation that President Wilson's efforts to secure a settlement by arbitration and disengagement between the managers of western railroads and their engineers and firemen have been successful. It is the sensible way of settling differences, when all parties will agree to it and abide by the decision of the arbitrators. While an industrial war is not as destructive of life as war between nations, it is just as needless among civilized people; and once it gets started strong, it is hell, too.

**SERIOUS BUT HUMOROUS**  
"Goodby, everybody. Life isn't worth living for me. Please notify my mother, Mrs. Martha Jantzen, 1134 Beech street, St. Paul. Tell her to tell Cora."

After writing the above lines, Thomas Jantzen, a young man of 22, who was rooming on South Eleventh street, Omaha, aimed a gun at his heart; but his aim was poor and the gun only a 22 caliber, so that only a slight injury was inflicted upon himself, perhaps enough to put a little sense into his head.

Young Jantzen was evidently disappointed in a love affair. In addition to the farewell message above given, he had written a poem, addressed to his sweetheart, Cora, and closing as follows:

"Your sweet disposition is what made me fall  
For the purest little girl in all  
St. Paul."

**OLD TIME ANTIMONOPOLIST**  
The candidacy of Al. M. White of York, Neb., for the office of county judge of York county, harks us back to the old days in Nebraska politics when the factions of the republican party now known as progressive and reactionary were called antimonopoly and monopoly wings of the party. For some years past Mr. White has been proprietor of a furniture store in the city of York, but he was a lawyer before he became a merchant.

Of course, in being a candidate for a judicial position in Nebraska now, he is asking for a nonpartisan nomination, but the question of party affiliation naturally comes up to some extent. And that reminds us. When a young man, Mr. White studied law in the office of N. V. Harlan, a leading antimonopoly republican of the old Second congressional district of Nebraska, comprising the southwest and south central parts of the state, back in the 80's and early 90's. Those were the years when the B. & M. railroad had more politicians employed, directly and indirectly, than it had section men. Harlan wanted to go to congress, but with nominations made by the old convention system he didn't stand the ghost of a show of getting on the ticket, until the populist uprising made republican defeat certain. Then they let him have the nomination for congress, and "Bill" McKeezan skinned him by fourteen or fifteen thousand majority.

Speaking about Al. M. White again, The Herald does not wish to dip into York county politics at this distance, but from a long personal acquaintance with him we are sure that if he shall be nominated and elected, York county will have a mighty good man in the office of county judge. "Judge White," that sounds good to us.

**THE WAR SPIRIT**  
If the immortal bard, William Shakespeare, were living now he surely would have additional reason for exclaiming: "What fools these mortals be!" Millions of human lives trembling in the balance of a destiny which hangs upon the determination of a few European potentates. Murder (for the wanton taking of human life is nothing else), on a scale of such magnitude as the world has never yet witnessed, is expected within the next few months. Millions and billions of dollars' worth of property worse than wasted, and a burden of grinding debt fastened upon generations yet unborn.

What is it all about, why this demand for a world's war? Simply that the useless arms of Europe may be used and thus the complaints of the burdened masses be quieted. Unfortunately the appeal to race prejudice and to the inherent war spirit, which is being made by the rulers who are bringing on the war, is having the desired effect upon the common people. If they were educated as they ought to be and knew what was for their own prosperity and happiness, they would throw down their arms and refuse to shed the blood of their fellowmen.

If the average American could have his way about this European

war, he would make short work of it. He would take the kings and emperors and czar and their cabinets, that are advising war, and place them in the van of the armies, where they would be the targets for the first guns fired. Then they would uncrown the whole bunch, disband the armies, permit the soldiers to become civilians, except, perhaps, a sufficient number for police service, and set up a government of the people, for the people and by the people.

But the war spirit! How unfortunate that men of mentality in other affairs permit themselves to be carried away by it. Crazy, as one might properly say. Practically insane thru inbred prejudice and a senseless adoration for titles and names, taught them from their infancy.

It looks like we are a long way from the millenium yet.

By conceding that the voluntary withdrawal of Huerta from Mexico represents an achievement for which the highest honor is due President Wilson, the independent press of the country undoubtedly reflects the opinion of all patriotic and intellectually honest Americans. If nothing more is accomplished, President Wilson's Mexican policy has brought "government by assassination" into practical, as well as moral, disrepute among the nations within the zone of American influence and responsibility.

The result of the president's firm refusal to recognize the beneficiary of (if not the conniver at) the murder of Madero, will tend strongly to establish the principle that such methods do not succeed. Attempts of the kind are much less likely to be made in the face of an example indicating that the civilized world will not permit them to succeed. Criminals carefully consider their chances of "getting away with it."

But it seems more than probable the administration's Mexican policy will accomplish its larger purpose also. Prospects are excellent for the early establishment of a constitutional government at Mexico City, which will have the courage and the power to face the land question. The issue met and settled, Mexico will be on a permanent footing.

Under the head "Prosperity Coming Through the Crops," the Washington Post says:

"The winter wheat harvest is now assured, and the highest estimates of its magnitude are fully confirmed. The spring wheat prospects are even better than stated a month ago, and Canadian crops are so well advanced as to give hopes to the farmers there that all grain records of the past will be surpassed.

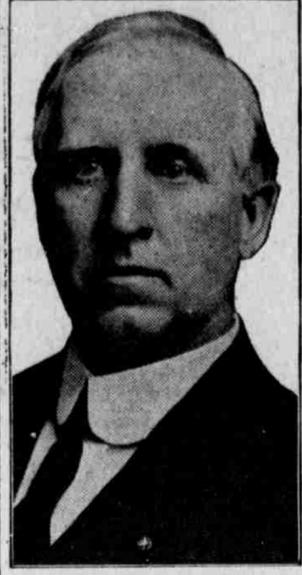
"The corn crops of the south, the southwest, the far west and the central west are now, thanks to recent rains, in fine condition, with prospects of hundreds of millions of bushels of increased yield over that of last year.

"The cotton crop east of the Mississippi seldom looked better, and close investigation of the Texas conditions reveal nothing to justify any fears of serious deterioration.

"By August 15 cotton from the coast districts of Texas will be moving to Europe, and the credits to this country's account will be growing larger daily in European financial centers."

Coming from one of the chief organs of disaster, that is strong language. However, even this unexpected poltice will not cure the Democratic determination to complete the legislative program. The currency act will do much, and the coming revision of the trust laws as much more, to keep and distribute the prosperity of which the Post makes a rather belated acknowledgment.

## Political Cards



GOVERNOR JOHN H. MOREHEAD  
Democratic Candidate for Re-election  
Primaries, August 18, 1914.  
Stands Squarely Upon His Record

**FOR SHERIFF**  
I wish to announce that I am a candidate for the office of sheriff of Box Butte county, subject to the decision of the Republican voters. Primary, August 18, 1914.  
DICK WATERS.

**22 Years in Schools of Kansas and Nebraska. Principal Central School, Alliance**  
**G. M. Burns**  
Candidate for Republican Nomination to office of Superintendent Box Butte County at Primary Election, Aug. 18, 1914.

**FOR COMMISSIONER OF GARDEN COUNTY**  
I hereby announce myself as a candidate for the office of County Commissioner from the Third District of Garden county, subject to the decision of the Republican electors at the coming August primaries. If nominated and elected I pledge myself to look after the duties of this important office in a businesslike and economical manner and will accept the old salary of four dollars per day and mileage. I have been a resident in Blue Creek precinct for twenty-six years.  
Respectfully,  
ROSCOE VANCE.  
30-to aug18-3722

Only a "V" aplece is all it will cost candidates to have their announcements published in this paper. If a photo cut is wanted or an extended notice, there will be a small additional charge.

### TALKS ON ADVERTISING—No. 3

By Nels Darling

Change your advertisements at least every other issue of the paper. Don't wait until the last minute but decide days before just what you are going to especially bring to the attention of the buying public. Get your copy to the newspaper two or three days before the date of publication, and if you are using a daily paper, give them several advertisements in advance so that the printer will not be rushed and can give you a good set-up.

A small advertisement run often is more effective than a large one run occasionally. It is well to use a liberal amount of space when you can, but it is eternally keeping at it that does the business.

If you will give this subject of newspaper advertising some real thought, you will begin to find a pleasure in writing your store news. You will get real fun out of planning the campaign and the work of preparing the copy. You will also enjoy watching and measuring the results of your advertising.

Read the magazine advertising of the big national advertisers and catch some of the spirit of real advertising. The largest mercantile establishments in the world have been built up by advertising of the careful, pains-taking, stick-to-it type.

If you are using the same kind of advertising in the newspaper that you used ten years ago, or that others used at that period, you are behind the times. You must talk to your customers in a different manner. Give them straight-from-the-shoulder jabs—stir them, rouse them, tell them something.

It pays to advertise if you know how. If you don't know how—learn. It is as important to know how to advertise as it is to know how to buy goods at the right prices, for you must sell these goods in time and at a profit. Are you one of the merchants who pay much attention to buying, and little in getting these purchases before the public? Both are of equal importance.

Remember that your local newspaper is your best medium. The souvenir that you give away, the circular you sent out, both have their places—but the newspaper is a great salesman, busy all the time if you will but learn how to make it talk for you.

**FOR COUNTY JUDGE**  
I hereby announce my candidacy for re-election to the office of County Judge of Box Butte county, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
L. A. BERRY.  
30to-aug18-3739

**FOR COUNTY JUDGE**  
I hereby announce my candidacy for the office of County Judge of Box Butte County, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
SMITH P. TUTTLE.  
29-aug18-3709

**ANNOUNCEMENT**  
I wish to announce that I am a candidate for the nomination for county superintendent of schools on the Republican ticket at the primaries on August 18th. I have been connected with the Alliance schools for six years as eighth grade teacher. Your support is respectfully solicited.  
MAME J. WHITE.  
28-aug18



**TO THE REPUBLICAN VOTERS OF THE TWENTY-EIGHTH SENATORIAL DISTRICT:**  
As a candidate for State Senator I respectfully solicit your support at the primaries August 18th.  
EARL D. MALLERY.

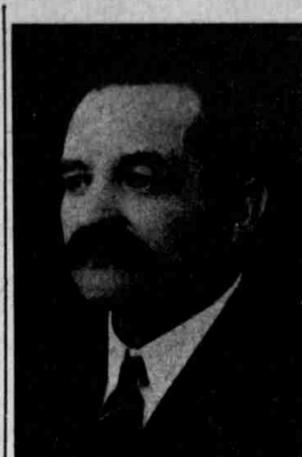
**CANDIDATE FOR SHERIFF OF GARDEN COUNTY**  
I hereby announce myself as a candidate for the office of sheriff of Garden County, subject to the will of the Democratic voters at the coming primary on August 18th.  
B. MEWHIRTER.  
28-aug18-3680

**FOR COUNTY TREASURER**  
I hereby announce my candidacy for the nomination for the office of County Treasurer of Box Butte county on the Republican ticket, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
C. E. MARKS.  
29-aug18-3710



**GEORGE E. HALL**  
Franklin, Nebraska  
Democratic and People's Independent Candidate for State Treasurer  
Mr. Hall is forty-four years old; has lived in Nebraska all his life; was raised on the farm and educated in the country schools and State University; has been in the banking business since 1891, and is well qualified for this office.  
He was nominated in 1910 for this office and came within 1,532 votes of being elected. In 1912 he was again nominated and was given 800 votes more than President Wilson in this state. This is a good endorsement. He is a hard worker and a free giver for the good of the party.  
The Columbus convention wrote his platform, and he heartily endorses every word of it. He and the party will appreciate your support.  
35-21-3871

He who does not contribute toward the support of his church and has a very slim chance of getting to heaven.



**FOR COUNTY TREASURER**  
I wish to announce that I am a candidate for the nomination for County Treasurer of Box Butte county for re-election on the Democratic ticket, at the primary, August 18, 1914.  
E. M. MARTIN.  
33aug18-3798

**COUNTY SURVEYOR**  
No name will be printed on your primary ballot as candidate for Surveyor of Box Butte county. Write your choice in the proper blank space and make an X.  
J. P. HAZARD will thank you for such a compliment and if elected will perform the duties of the office in strict accord with the principles of your political party—wet or dry!  
33aug18-3802

**FOR COUNTY COMMISSIONER**  
I wish to announce that I am a candidate for the nomination for the office of county commissioner of Box Butte county, subject to the decision of the Republican voters at the primary on August 18, 1914.  
S. C. RECK.  
33aug18-3804

**EUGENE BURTON**  
Candidate for County Attorney  
Democratic Ticket  
Primary, Aug. 18, 1914.  
33aug18-3803

**FOR SHERIFF**  
I wish to announce that I am a candidate for nomination for the office of sheriff of Box Butte county, subject to the decision of the Democratic voters at the primary, August 18, 1914.  
C. M. COX.

## VOTE FOR



**Woodruff Ball**  
OF CHERRY COUNTY  
Republican Candidate for  
**State Senator**  
NOMINATION  
From 28th Senatorial District

Connected with the Live Stock Business in this district over 15 years. Made final proof on original homestead in August, 1903, under the 5-year act. This was the land involved in the "Beer Bottle Corner case." Made final proof on Kinkaid Additional in July, 1910.

Member of the present State Forestration Commission. Has secured \$15,000.00 additional funds for forestration work in Nebraska from the general government. Has secured the permanent retention of the National Forest Reserves in this state for the benefit of the present and future generations.

Has labored persistently to secure from the general government an appropriation with which to conduct experiments to increase the quality and quantity of grazing or forage grasses in the sand hills. This should enhance the value of all sandhill lands. Initiated the fight which wrote into the present State Live Stock Sanitary Board Law the requirement that the cattlemen thereon must reside in Western Nebraska.

Conceived the idea of and promoted "The Northwest Round-Up" Association. From the above it will be seen that Mr. Ball is closely identified with the interests of the 28th Senatorial District, equipped with experience to know its needs and thoroughly capable of safeguarding and promoting its legislative requirements. You can make no mistake in supporting the candidacy of Mr. Ball.  
Political Adv.

**WATCH FOR THE DATE OF THE OPENING OF THE NEW MILLINERY STORE.—MRS. ZEHRUNG.**